

(received via email)

From: Randy Burleson
To: Sue McConnell
Date: 7/29/2005 12:05 PM
Subject: Rubicon Count Data
Attachments: Document.pdf; FOTR_4th_data.xls

I've attached the raw data and an excel spreadsheet of summary data.

<<Document.pdf>> <<FOTR_4th_data.xls>>

The PDF'd raw data sheets are in rough order -- we had two clipboards going at any given time, so pay attention to the time column. Also note that there are two versions of the sheets, one with a body-count, and the other without (so our data is a little sporadic on that).

Results of Interest

First, for totals, we surveyed nearly 400 vehicles/700 users, with an average of 1.78 people per vehicle

FOTR's perception of past usage is that 07/04/05 is about a third of what traffic was for 2000-2003 big holiday weekends (causes: Spider closure, Law Enforcement show of force on Memorial Day)

* 74% 4x4s, 9% quads, 4% cycles, 3% sandrails, 5% hikers
* 85% of the traffic was Eastbound; Spider (43%) and Buck (28%)

were the primary destinations, with only 12% planning a trip all the way through

* the vast majority of users passing Ellis Creek (79%) enter at Loon (Wentworth was next closest, at 12%) and the majority of those users exit at Loon, as well

* 78% of users enter the trail for the weekend, for more than just one day

* users rate the quality of the trail experience at an average of 8.8 on a 10-point scale (we lost about a quarter of the data here due to overly-subjective data collection, instead of eliciting specific objective numbers)

* 72% of the holiday weekend users are on the trail primarily to socialize; 6% are there primarily for solitude, and 4% say BOTH social and solitude (lots of odd answers on this, tho!)

Notes on Collection

1.) FOTR only counted data for vehicles passing inbound on a single trip.

* If vehicles came in multiple times a day, they were only counted once; if they came by on separate days on the same trip, they were only counted once

* but if they went in and out in one day, then in and out the next day, then they were counted twice

This makes the FOTR data somewhat one-sided, looking primarily at East-bound traffic. I'm hoping we can flesh out the quantitative count with automatic counter data from the Tahoe side, but even if we do, we'll lack some of the more qualitative data from the volunteer count.

2.) Some fields were tracked as NA to try to separate out partial incomplete data but still make use of the parts of data that still had merit -- especially the person counts

For the next count, we should talk about Lessons Learned for manual counters and automatic counters. Our volunteers need to collect data a bit more consistently, but this is IMHO a great start

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Randy Burleson